Genetic Hair Care Solution

ZENOTRI

For Scalp Cure and Anti-hair loss
Brand introduction

Zenotri pursue the best scientific solution for customers

“Zenotri, based on genetic analysis data for hair loss and scalp problem, solves the root causes of problems.”

Zenotri is the brand specializing in hair care solution which Chromach Co., Ltd., a genetic testing company, created. The Zenotri were developed through the research of our 3,000 cases genetic testing results data about hair loss and scalp, unlike conventional hair care products. This scientific approach makes that Zenotri can provides optimized solutions for diverse the cause of hair or scalp problems.

Brand History

The basic idea contained in Zenotri’s B.I (Brand Identity) is “Prevention of scalp problem due to gene factors”. Zenotri symbolizes Gene and Zero for possibility, which implies genetic testing, hair loss, prevention, and solution.
Scalp Care Product Line

1. Scalp Care Solution

**ZENOTRI Scalp Shampoo**

**Main ingredients**
※ ZENOTRI S-1 Complex System
- Zinc pyrithione
- Dexpanthenol
- Biotin
- Niacinamide

**Recommended for**
- Seborrheic scalp
- Dandruff Care
- Itching
- Sebaceous scalp

**Features**
- With improved antifungal effects, this product specializes in dandruff, itching, and seborrheic dermatitis.
- The Zenotri S-1 complex, composed of the core ingredients (biotin, dexpanthenol, zinc pyrithione, and niacinamide) provides a user with a feeling of stability and scalp improvement within a short period of time.
- Using raw material (preservative) used for baby wipes, the product has increased safety.
- It gives herbal fragrance without adding artificial fragrance and pigments which EWG classifies as dangerous ingredients.
- Scalp dryness is minimized through an optimal ratio of surfactant. Containing 21 natural ingredients (mixed at a high concentration) supplying nutrition for scalp, the product provides cleansing power, low stimulus, and nutrition at the same time.

**ZENOTRI Scalp Essence**

**Main ingredients**
※ ZENOTRI S-2 Complex System
- EGF
- D-panthenol
- Tea tree

**Recommended for**
- Seborrheic scalp
- Dandruff Care
- Itching
- Sebaceous scalp

**Features**
- The Zenotri S-2 complex, consisting of the core components (EGF, 'panthenol' and 'Tea tree'), resolves the problem of severe scalp disease that has not been solved by shampoo in a short time.
- With excellent antibacterial and germicidal action, the MO-cure system restores healthy scalp from scalp inflammation.
- With excellent cell regeneration, the Cell-Cure System restores healthy scalp from damaged scalp.
- With excellent hydration, the Barrier-Cure system makes healthy scalp.
Malassezia bacteria consumes sebum. Unsaturated free fatty acid remaining after decomposing sebum causes dandruff and other scalp troubles.

### 2. Causes of scalp disease

Malassezia bacteria consumes sebum. Unsaturated free fatty acid remaining after decomposing sebum causes dandruff and other scalp troubles.

### 3. Zenotri’s scalp improvement mechanism

By suppression sebum, Zenotri scalp shampoo eradicates Malassezia which is the cause of scalp trouble, enabling the treatment of itch, dandruff and sebaceous hyperplasia fundamentally.

### 4. Effects

Before & after Zenotri Scalp products

Before | After
---|---

Before & after Zenotri Scalp Products

Before | After
---|---
Follicle Care Product Line

1. Follicle Care solution

ZENOTRI Follicle Shampoo

Main ingredients
※ ZENOTRI F-1 Complex System
• Copper peptide
• Methanol
• Biotin
• Dexpanthenol

Recommended for
• M-shaped hair loss
• Crown hair loss
• Alopecia areata
• Female hair loss

Features
• It nourishes scalp hair cells and promotes root growth.
• The core component that is the complex of 'Copper Peptide', 'Menthol', 'Biotin' and 'Dexpanthenol' provides a feeling of stability (an optimal mixing ratio) and realizes improved hair loss in a short period of time.
• Using raw material (preservative) used for baby wipes, the product has increased safety.
• It gives herbal fragrance without adding artificial fragrance and pigments which EWG classifies as dangerous ingredients.
• Scalp dryness is minimized through an optimal ratio of surfactant. Containing 21 natural ingredients (mixed at a high concentration) supplying nutrition for scalp, the product provides cleansing power, low stimulus, and nutrition at the same time.

ZENOTRI Follicle Tonic

Main ingredients
※ ZENOTRI F-2 Complex System
• D-panthenol
• Salicylic acid
• Amino acid complex

Recommended for
• M-shaped hair loss
• Crown hair loss
• Alopecia areata
• Male hair loss

Features
• Zenotri Follicle Tonic provides a stronger nutrient than Zenotri Follicle Shampoo through its concentrated complex to quickly solve the problem of hair loss and scalp troubles.
• The Zenotri F-2 complex system prevents hair root damage by blocking DHT, a major cause of hair loss.
• A cell growth factor is a key ingredient of Zenotri Follicle Tonic, which helps to prevent hair loss and grow hair root cells.
2. Causes of hair loss

A damage mechanism where DHT (Dihydrotestosterone) produced by 5 Alpha Reductase causes root death.

![Diagram showing the conversion of testosterone to DHT and its effects on hair follicles.]

3. Zenotri’s unique mechanism for hair loss improvement

In hair follicles, testosterone meets 5-alpha-reductase enzyme, converted to DHT to reduce elements promoting hair growth or secrete substance destroying hair roots. This causes hair to transition into a retrograde stage at an early age, thereby leading to hair loss.

Zenotri’s key ingredients inhibit 5-alpha reductases, suppressing DHT production. This leads to a gradual decrease in DHT and a decrease in the secretion of substance destroying hair roots.

Zenotri’s key components decrease DHT, gradually reducing the secreted amount of the root-breaker and expediting healthy hair growth.

4. Effects

![Before & after Zenotri Follicle products images showing the results of using Zenotri Follicle products.]

Before & after Zenotri Follicle products

Before

After
According to a study on the effect of Zinc pyrithione, which is contained in Zenotri Scalp Shampoo developed for the prevention of sebum suppression and dandruff mitigation, the group A (who used shampoo containing Zinc pyrithione) showed a maximum 300% improvement.

**Proof 2**

Effect of Copper Peptide, a key ingredient in ZENOTRI Follicle Shampoo

The study found that ZENOTRI Follicle Shampoo's Cooper Peptide protected hair follicles and inhibited 5 alpha-reductases, leading to the deactivation of DHT (substance inducing hair loss)
Verification of product excellence

1. Product feel

<table>
<thead>
<tr>
<th>General Shampoo</th>
<th>Zenotri scalp shampoo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor bubbles of regular shampoo</td>
<td>Rich bubbles of Zenotri scalp shampoo</td>
</tr>
</tbody>
</table>

* Self bubble experiment

2. Cleansing power

<table>
<thead>
<tr>
<th>Extensive bacterial growth</th>
<th>Zenotri's outstanding performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culturing the microorganisms in the hands (in daily life) on a medium</td>
<td>A hand touching the scalp after using Zenotri!!</td>
</tr>
</tbody>
</table>

* Self experiment of cultured microbes

3. Dispersion force

Comparison of precipitation level

<table>
<thead>
<tr>
<th>*Zenotri Shampoo</th>
<th>*Another company's Shampoo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied with technology of dispersing highly concentrated material. Zenotri scalp shampoo does not produce sediment.</td>
<td>Conventional shampoos produces sediment, but Zenotri shampoo does not.</td>
</tr>
</tbody>
</table>